



Tentative Agenda

Friday, January 29

- 1:00 PM Tour Check-in (Optional for those able to arrive early on Friday)
- 1:30 PM Industry Tours depart from Hotel (See next pages for descriptions. Children are welcome only on the Meals from the Heartland service project. We are unable to offer daycare during this time.)
1. **Bridgestone Des Moines Plant**
 2. **John Deere Des Moines Works**
 3. **Market to Market Live Studio**
 4. **Meals from the Heartland** sponsored by 
- 4:30/5:00 PM Tours return
- 4:30 PM Registration & Social Hour (cash bar)
 Food Drive
- 6:00 PM Dinner
Welcome – YF Chair Chasen Stevenson & IFBF President Craig Hill
Supervised activities for kids during evening speakers
- 7:30 PM **What it Means to Lead the Way – Keni Thomas, former U.S. Army Ranger**
 In the summer of 1993 Sergeant Keni Thomas was deployed to Mogadishu Somalia as part Task Force Ranger. Their mission was to find and capture a criminal warlord. Keni and his fellow rangers distinguished themselves in a fire-fight that would later be recounted in the book and movie “Blackhawk Down. Keni inspires people to achieve greatness by stressing the importance of outstanding leadership at every level, even if the only person you are leading is yourself.
- 8:30 PM District Social Gatherings
- 9:00 PM Young Farmer Fun – Bags Tournament, Line Dancing, Networking, Cash Bar

Saturday, January 30

- 7:30 AM Registration & breakfast buffet
- 7:30-8:15 AM Daycare opens, kids gather for day activities
- 8:15 AM **Morning Welcome – Governor Terry Branstad (invited)**
- 9:00 AM District Business Gatherings
- 9:45 AM BREAK – move to Breakouts
- 10:00 AM Breakout Sessions – Round 1 (See next pages for descriptions.)
- 11:15 AM Breakout Sessions – Round 2 (See next pages for descriptions.)
- 12:30 PM Lunch sponsored by  **Farm Credit Services of America**
 AGRICULTURE WORKS HERE..
- 1:45 PM Breakout Sessions – Round 3 (See next pages for descriptions.)
- 2:45 PM Break
- 3:00 PM **Discussion Meet Round 1 (10 rooms)**
Spectators Welcome
- 4:00 PM **Discussion Meet Round 2 (10 rooms)**
Spectators Welcome

Sponsored by



- 3:00-4:30 PM **Afternoon Session 1 – Farmland Film**
 Farmland is a documentary by academy winning director, James Moll. The film follows five young farmers- that include the commodities of beef, pork, chicken, and vegetables. Learn about their high-risk/high-reward jobs and passion for a way of life that has been passed down from generation to generation, yet continues to evolve.
- 3:00-4:30 PM **Afternoon Session 2 – A Six Pack of Ideas for a Better Business**
Ray Hansen, Value Added Ag Specialist, ISU Extension
Carl Horne, Young, Beginning & Small Producers Outreach Mgr, Farm Credit Services of America
 With the grain prices falling, it's a prime time to add an enterprise to your operation to increase your income. Making more money on the farm could keep you from seeking employment off the farm. You might be thinking about custom work, professional services, a niche or value added product, construction, hauling, etc. Every good idea needs a well-thought plan to back it up, and to gain the support of lenders or investors. This session provides a practical approach to exploring your business idea, answering questions you hadn't thought of yet, and will send you home knowing where to go next. Treat your business idea with the respect that it deserves.
- 5:00 PM Social Hour
- 5:30 PM Dinner sponsored by **GROWMARK**
- 6:30 PM **Living on Both Sides of the Food Chain – Drew Hastings, Comedian**
 After 13 years in Hollywood, Drew left to do something completely new. He decided to live rural and try his hand in farming at age 50. Hastings is a farmer who owns and operates a cattle farm in southern Ohio. Six years later, he was elected mayor of his community, where he's outspoken, serious, politically incorrect, and passionate about economic development. You will appreciate Drew's eye for the humor in his fish-out-of-water new life, true tales about farm living and the local characters he comes in contact with daily.
- 7:30-10 PM **Casino Night**

Industry Tours

1. **Bridgestone Des Moines Plant:** *The Bridgestone plant is the largest ag tire manufacturing facility and supplies a significant percentage of the original equipment and replacement tires in the global ag market. The facility also builds forestry and construction tires. You will see tire mixing, curing, and tire building. Terms and Conditions: Participants working at competing tire companies cannot participate. Everyone must sign a non-disclosure agreement before going in to the plant. Names and places of employment required. Safety equipment must be worn. Must wear flat, closed toe shoes. No cameras or cell phones allowed. If you are unable to walk, let Farm Bureau know so that Bridgestone can make accommodations.*
2. **John Deere Des Moines Works:** *Go behind the scenes to see how our biggest machines are brought to life in some of the most modern and efficient factories in the world. Our tour guides will take you through each stage of the manufacturing process, explaining how all the pieces come together to create these massive green machines. John Deere Des Moines Works manufactures self-propelled sprayers, cotton pickers, tillage equipment, and grain drills. No video cameras, cell phones, open-toed shoes or sandals allowed.*
3. **Market to Market Live Studio:** *As a live studio audience, join Mike Pearson in the filming of an episode of Market to Market. Mike is from Grinnell, Iowa and is both a business man and a farmer. He follows in the footsteps of his father, Mark Pearson, as the new host of Market to Market. See firsthand what it takes to film a show that covers the over 100 billion dollar business of food, and those issues affecting the 56 million citizens of rural America.*
4. **Meals from the Heartland:** *Are you empowered to save the starving? Join other young farmers as they embark on a chance to help both Iowa families in need and homes around the world. Take your place in the assembly line that will package thousands of meals for the hungry. Kids are welcome – on the very youngest are too young to pitch in and there's a place for them to play. Closed toed shoes required.*

Breakout Sessions

Young Ag Entrepreneurs

Panelists TBD; Facilitated by Adam Koppes, Investment Manager, IFBF

Join a panel of young entrepreneurs who have created on-farm businesses to generate new sources of income. Gain insights into the process of turning an idea into a business. Apply this to your ideas and talents to explore opportunities in your own operation.

Livestock, Neighbors & Activists, Oh My!

Rita Cook, Assistant Field Specialist, Coalition to Support Iowa Farmers

Whether you currently raising livestock, are putting up a new barn or expanding on an existing site, you must plan ahead to avoid potential roadblocks. Nuisance lawsuits are becoming a real threat, so learn what you need to know to protect your operation for the long haul.

Livestock Markets: Brushing off the Dust

Tim Meyer, Sr. Vice-President, Producers Livestock Credit Corporation

Most of young farmers are familiar with one thing or another involving the markets, but do you feel comfortable making the critical decisions? This session provides an overview of livestock markets and risk management tools, with plenty of time for Q/A.

Protect your Assets, Protect Yourself

Brandi Janssen, Occupational & Environmental Health Director, Iowa's Center for Ag Safety & Health (I-CASH)

YOU are the most important asset on the farm! Your children are your most precious assets. Proper safety and health measures will protect these assets. Discuss best practices for machinery, roadways, and safe play areas for children.

Nitrate Testing & Monitoring

Nate Pierce, Crop Protection Territory Manager, GROWMARK; Craig Struve, Heartland Coop

With the nitrate blame piling up on farmers, it's more important than ever to do the right thing, and have the numbers to prove it. Nitrate monitoring and management, nitrogen cycles, N-Watch, and soil testing will all be helpful tools for the task.

The Essentials of Cover Crops

Sarah Carlson, Midwest Cover Crop Research Coordinator, Practical Farmers of Iowa;
Steve Berger, Farmer, Washington County

Want to learn more about how to successfully add cover crops to your farm? Hear from farmer Steve Berger on how he is covering a very high percentage of his corn and soybean farm with cover crops. Listen to how Steve prioritizes this practice and the benefits he has seen. Then hear from Sarah Carlson, Midwest Cover Crop Research Coordinator, about cover crop recommendations for Iowa farmers. Learn about results from a number of Practical Farmers on-farm research projects including cover crops and corn and soybean yield, side-dressing nitrogen following cover crops and herbicide considerations with cover crops.

Farm Transitions: Leading When You're Not In Charge

Amanda Van Steenyk, Farm Business Development Manager, IFBF

It is never too early to have a plan, yet most farm families put this off. As an heir, you might feel you have no say. Learn techniques and tools to help lead your family into conversations and plans for your future.

Business Structures for your Farm Business

Jordan Skog, Advanced Markets Attorney, FBFS

Knowing the options for business structures (LLC, partnership, S corp., etc.) is key for starting or growing a business, and for farm transitions. Learn the options so you can make the best decision for your situation.

Technology: Using My Data

Adam Gittins, General Manager, HTS Ag

There is a lot of concern about Big Data and there are plenty of tech tools for collecting lots of data. What I really need to know now is how do I apply MY data to improve my operation?

Ag in the Classroom: FarmChat

Cindy Hall, Education Program Manager, Iowa Agriculture Literacy Foundation

Want to help students in your community learn about agriculture? Learn how to use your smart phone and Skype to create a virtual fieldtrip that brings your farm into their classroom. Through FarmChat students can see how you care for livestock and even “ride-along” as you harvest crops!

City Life to Farm Wife

Erin Brenneman, farmer-wife-mother, Washington County

How does a girl from the Chicago suburbs make the transition to the life of an Iowa farmer? From sorting gates to dinner plates, there's a steep learning curve with tears and laughter along the way. This discussion is not how to just survive, but to thrive!

In-laws & Outlaws: Finding your Role

Madeline Schultz, Program Manager, Women in Agriculture, Iowa State University Extension and Outreach

Marrying into an established farm family may make it hard to find your role in the operation. As a daughter-in-law or son-in-law, you may struggle with where you fit in family business discussions. This session will help you navigate the territory and build your confidence to participate in planning for your future.

Advocacy: Lobbying for Your Future

Matt Steinfeldt, State Policy Advisor and Don McDowell, Grassroots Program Manager, IFBF

Legislators need to interact with young farmers to find out how proposed laws and regulations will affect your operation. Find out how you can effectively influence your elected officials, and the laws and regulations that impact your farm and bottom line.

Advocacy: Finding Common Ground

Andrew Wheeler, Public Relations Coordinator, IFBF

Everyone needs to advocate for the lifestyle you believe in. Start in your own community by talking about why you love farming and how you care for your land and livestock. You will find common ground based on shared values.

Young Farmer Discussion Meet



The Discussion Meet is a free-wheeling discussion of ag topics that helps you build discussion skills, develop an understanding of important ag issues and explore how to pool knowledge to solve problems. Although public speaking skills are useful, this event rewards logical thinking and diplomacy as much as eloquence and persuasion.

Sponsored by



There are five Discussion Meet topics which will be provided in the confirmation mailing you will receive one week before the conference. The topics for discussion are selected at random and announced shortly before the Discussion Meet begins.

If you are interested in participating, you will sign up for this at the conference before 11:15AM.

Sample topics:

- Should farmers and ranchers be held liable for possible food-borne illnesses when the food item of concern can be traced back to their farms or ranches? Why or why not?
- How can young farmers and ranchers work to encourage membership growth and member engagement for the county, state and national Farm Bureau organizations?

You will participate in two rounds, each addressing a different topic. Three to seven young farmers participate in each room. The discussion follows this format: a 30 second opening statement, 25 minutes of group discussion, and a 60 second closing statement.

Contestants are judged on cooperative attitude, problem solving, delivery, problem analysis and opening and closing statements. Based on cumulative ranking, the top eight finalists (and two alternates) will be determined.

Sign up for the Discussion Meet before 11:15 AM Saturday. Room assignments for both rounds will be posted near the registration area. The Round 1 question will be announced during lunch and the Round 2 question will be announced at the end of Round 1.

Finalists receive coaching throughout the year to prepare them for the final rounds. Discussion Meet Finals are held during the Iowa Farm Bureau Annual Meeting in December, 2016. Prizes are awarded to four state finalists. The winner receives a John Deere X320 Riding Lawn Mower and will advance to the AFBF Discussion Meet in Phoenix, AZ in January, 2017.

Register for the Discussion Meet at the Young Farmer Conference. You must be 35 years or younger as of Jan. 31, 2017 and be a regular member in good standing of your county Farm Bureau.

